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Nota di contenuto	The Revenue Growth Habit: The Simple Art of Growing Your Business by 15% in 15 Minutes a Day; Contents; Acknowledgments; Introduction You Deserve More Revenue; Download Revenue Growth Forms and Templates; Part One:The Simple Revenue Growth Process; Chapter 1: Revenue Growth Is Fast, Simple, and Free; Who This Book Is For; Your Today: Busy and Reactive to Customer Problems; Your Tomorrow: Proactively Growing Your Sales in 15 Minutes or Less Daily; It All Begins with Your Mindset; Ready?; Chapter2: Here's What Your Growth Plan Will Look Like by the End of This Book The One-on-One Communications TrackThe Company-to-Many Communications Track; You're Not Selling, You're Marketing; It's All About One Quick Activity a Day; Let Your Customers Say It; Consistency Is Key; Chapter3: Why Do You Work?; Part Two:The Growth Mindset-Change Your Thinking, Grow Your Business; Chapter4: It's Impossible to Outmarket Your Mindset; Shift Your Thinking; Chapter 5: "But I'm Already Really Busy!"; Chapter 6: The Difference between Knowing and Doing; The Distance between Knowing and Doing; How I Lost 50 Pounds in Four Months

Chapter7: The Mind-Numbingly Simple Definition of Marketing  
 Pushes, Marketing Pulls; Chapter8: The Only Meaningful Measure of Marketing; Marketing Is as Much Art as Science; The Only Marketing Measures That Matter; Three Additional Useful Measures of Marketing; A Growing List; Consistent, Regular Communication; Hand-Raising; Chapter9: It Really Is This Simple!; Chapter10: Your Products and Services Are Much Better Than Your Marketing; Your Products and Services versus Your Marketing; First, Let's Rate Your Products and Services; Now Let's Rate the Quality of Your Marketing  
 How Most Closely Held Companies Rate  
 Back to Our Diagram: Next, Find Your Interesting Point; Identifying the Quadrants; 1. Evangelist Customers; 2. Angry Runners; 3. Business Graveyard; 4. Best-Kept Secret; New Revenue Is to the Right; Chapter 11: "We Don't Like to Brag"; Chapter12: Frequently Raised Resistance (FRR); What This Resistance Has in Common; Chapter13: Your Customers Speak More Positively about You Than You Speak about Yourself; Chapter 14: Marinating in Positivity: The Magic of Proactive Customer Conversations; Customer Complaints Find Us; But We Have to Go Get the Good Stuff A Steady Drip Pouring Cement on Your Relationship; What Happens When We Marinate in Positivity?; Part Three: 22 Fast, Simple Techniques for Revenue Growth; Chapter15: What These 22 Revenue Growth Techniques Have in Common; They Are Communication Actions; One-on-One and Company-to-Many; A Focus on Quantity, not Quality; Snowflakes to Blizzards; Like Your Products and Services, These Communications Help People; These Techniques Are Simple; No Money Required; A Focus on Language; There's No Wrong Way to Do This; Do What You Like, Do What Works; Chapter16: Choreographing Your Revenue Growth Dance  
 Chapter17: Growth Technique #1: The Art and Science of Getting the Testimonial

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## Sommario/riassunto

"Grow your business by 15% with these proven daily growth actions Do you have trouble finding time during your hectic day to grow your business? Is your company stalled because you are too busy reacting to customer problems? Do you lack the funds to jumpstart an effective marketing plan? The Revenue Growth Habit gives business owners, leaders, and all customer facing staff a hands-on resource for increasing revenue that is fast, easy, and requires no financial investment. Alex Goldfayn, CEO of the Evangelist Marketing Institute, shows how to grow your organization by 15% or more in 15 minutes or less per day--without spending a penny of your money. Forget about relying on social media. Posting on Twitter, Facebook, and LinkedIn doesn't grow revenue, especially for business-to-business companies. The Revenue Growth Habit shows how to request and collect testimonials and how to communicate these testimonials to grow your business. You will discover how to write powerful case studies, ask for (and get!) referrals, grow your lists, and send a revenue-growing newsletter. Goldfayn also includes information for teaching your customer service people how to inform your current clients about what else they can buy from you. This proven approach revolves around letting your customers tell your story. There is nothing you can say about your products and services that is more effective than what your paying customers say. How does it work? Each day, take one quick, proactive communication action that tells someone about how they'll be improved after buying from you. Choose from the 22 actions Goldfayn details in The Revenue Growth Habit. Each technique is fast, simple, and free. It only requires your personal effort to communicate the value of your product or service to someone who can buy from you. Personal communication--the key to the 22 action steps--will make your

company stand head-and-shoulders above the competition"--

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